

THE ICONIC AGENT:

New & Pre-Construction Sales
Master Class Training.

Week 3



House Rules:

- Shut Down Facebook & Social Media
- Get to a Silent Place With No Distractions
- Put Your Phone On Mute
- Grab A Pen And Pad To Take Notes



How These Sessions Work...

- Today's Master Class Training Will Be 100% Training.
- Any questions should be emailed to support@theiconicagent.com or put in the chat
- All Questions Will Collected and Answered on Thursday's Coaching Sessions. If you are unable to attend they will be recorded. So be sure to get questions sent in prior.



Recap of Last Week

1. The Process
2. Expectations
3. Campaign Structure
4. Writing Ads



Homework from Last Week

- Build your negative keyword list
- Review your Sales Manager questions
- Determine 2-3 ad groups (reduce keywords to the basic words)
- Write 2 complete ads
- Compile information on your project for the landing page
 - Amenities
 - Key features attractive to buyers
 - Location information
 - Any content you can use on your landing pages



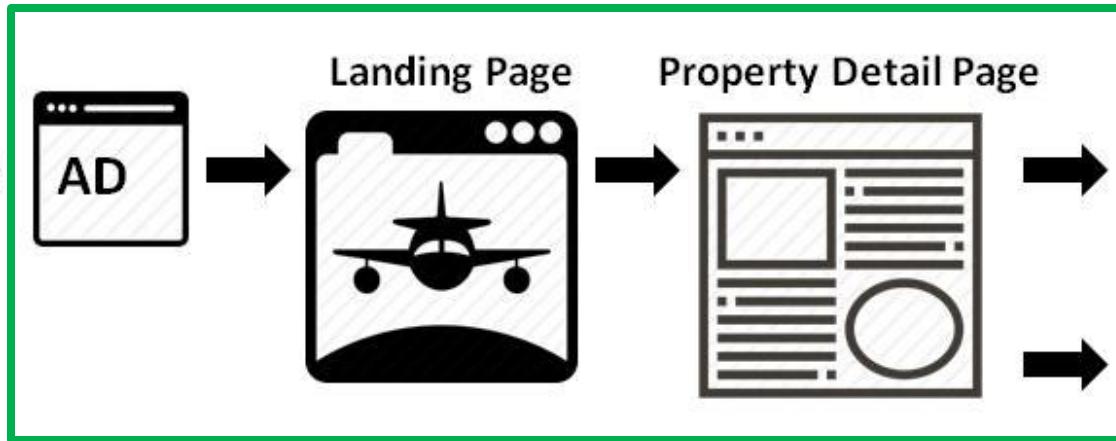
Homework: Tools Needed for This Week

- Sign up for an Adwords account
 - ([Watch this short video to get a \\$100 AdWords Credit](#))
- Sign up for [zapier](#)
- (Optional) Sign up for [Sly Broadcaster](#)
- Setup Google Drive account
- [Email System – Aweber](#)
- Sign up for [Lead Pages Account](#)
- Sign up for [Call](#) Fire

[Links in the members area](#)



Lead



The Process



Agenda

1. Setting up your Automatic Email Follow-up
2. Setting up your lead capture system
3. Setting up your ads & Conversion tracking
4. Finding your winning campaigns + scaling



Setting Up Automatic Email Drip Follow-Up

1



WHY

- Follow-up is Key! This is where the bulk of sales will be made
- The idea of the emails in this campaign are to invoke a reply, call, text, email, facebook messenger message
- Set up once and it works for you 24/7



What You'll Need

- Templates to copy/paste are on the membership site
- Campaign code to instantly add to your Aweber account in members area and in project spreadsheet



DEMO



2

Setting a System To Capture Leads



WHY

- Since we're putting hard earned dollars into getting leads, we only want leads that are willing to provide their name, email and phone number



What You'll Need

- Landing Page Tool/Builder or Website plug-in
- Lead Page Templates for Landing Page and 2 pages for the property details page are provided in the membership area and on the project spreadsheet



DEMO



3

Setting a Your Ads + Conversion Metrics

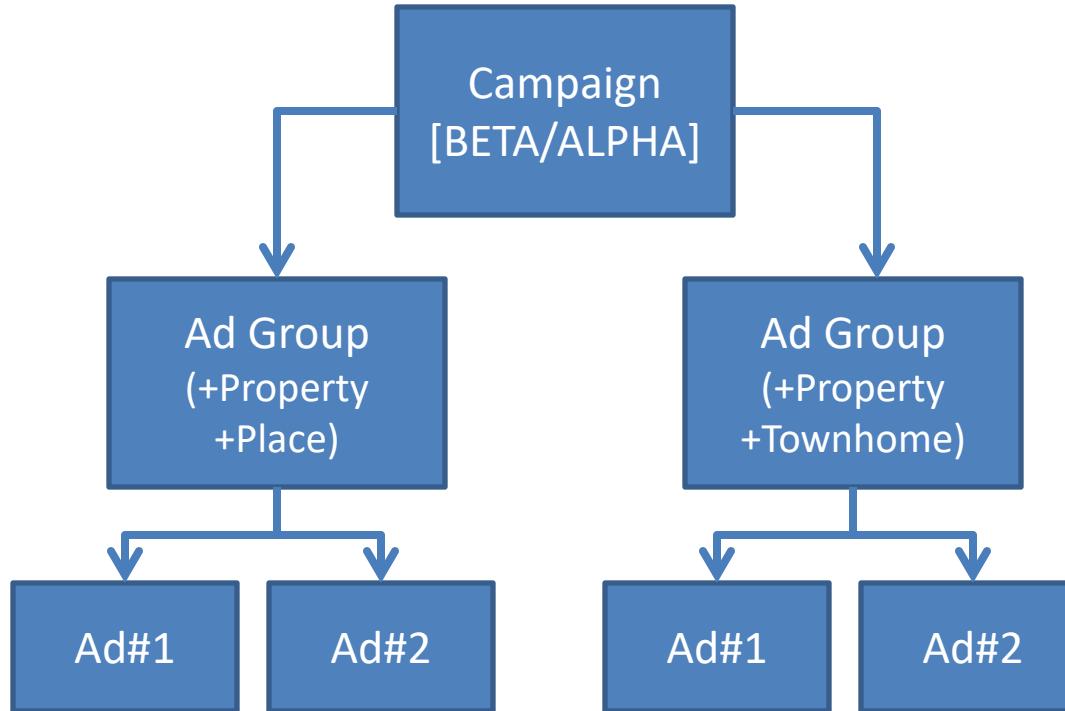


WHY

- The process we'll be doing will allow you to find out the specific demand for the community/project... then optimize and be the supplier for that demand, generate leads and close sales.
- Setting up conversions will allow us to know exactly what's working



Basic Campaign Structure Diagram



What You'll Need

- Ad Group keywords from your project spreadsheet (last week's homework)
- Ad Copy For Each ad group from your spreadsheet (last week's homework)



DEMO



Finding Your Winning Campaigns

4



WHY

- Initially we just want to find out demand.
- When we know the demand and what's working we scale up with ALPHA campaigns
- Once you know your numbers and optimize you can literally print money!



What You'll Need

- You'll need your campaigns running for at least 2 weeks (checking daily)
- You'll need a large number of impressions (over 500) or noticeable conversions (Best indicator)



Homework for Next Week

- Setup your Email Drip Campaign
- Setup Your Landing Page funnel and connect with drip campaign
- Setup your Ads and start running them...monitoring daily
- Put together ALL your questions and email to support@theiconicagent.com or post in the Facebook Group.
- Be sure to be on Thursday's Coaching Call where I'll answer all LIVE and pre-submitted questions
- Next Week we'll cover additional automation and additional coaching.



Last Bit Of Homework

- Email your negative keyword list and 2 ads to me at support@theiconicagent.com to review and give my advice on



Appendix

